



# WEEKLY REVIEW

## BIG BUSINESS FOR NOVEMBER

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113 PER CENT GAIN FOR  
SECOND WEEK

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Everything points to a gain of at least  
125 Per Cent for third week of month.

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Every man who can stay in the field  
for the next several days will undoubtedly  
be able to pick up some nice business.

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This is the last issue of the Review—this year.



# The Weekly Review



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## WEEK ENDING, NOV. 13th

Apparently nearly every salesman on the G.-B. force is determined to close the campaign of the present year, in a blaze of glory. The increase for week ending the 13th is 113%. To say that we are delighted would be putting it mildly. We are simply astonished at the enormous business that is coming in.

For the last week of October we reported an increase of 92%. During the first week of November the sales force struck even a faster gait, and when the final reports were in, we were able to announce a gain of 111%. And now comes the second week of November with an increase of 113%. On top of this, sufficient business has been reported for week ending the 20th to enable us to say confidently, that our gain for this week will run considerably over 100%. Of course, it is too early for us to predict what is going to happen the present week, as this article is dictated on Monday and goes to press Tuesday so that this issue, which by the way will be the last issue for the year, can be mailed on Wednesday, instead of Thursday, Thanksgiving Day.

There is no doubt but that the splendid business the G.-B. sales force is now writing, is due largely to the enthusiasm with which the force is working. There seems to be a regular January atmosphere prevailing both in the field and in our offices. Large and important orders are coming in with regularity.

In the last two issues we have been making a few remarks with reference to orders received about the time the Review went to press which under ordinary conditions would not be mentioned until the week in which they were booked was reviewed, but in consideration of the date we disregarded regular rules. For instance during the week we are now reviewing, Mr. Staley wrote the splendid order referred to previously, which by the way was a bank order amounting to \$1200.00. During week ending the 13th Mr. Finley wrote the nice order mentioned in last issue, which specified 5000 Kenyon subjects in Davis De Luxe. In

the same issue we quoted a telegram received from Mr. H. B. McDonald and K. H. Gerlach's reply. We are going to have something to say about Mr. McDonald's \$900.00 report elsewhere.

Mr. Urmson came across with two nice orders amounting to \$800.00. A day or two ago we received a telegram from Mr. McLaughlin asking as to whether or not we could supply a quantity of "Beech Forest, Springtime." We wired in the affirmative, and an order came in promptly amounting to \$375.00. Mr. T. R. Gerlach found time to help the good work along by writing an order from a brewery for some 11x16 Mounts, amounting to \$400.00.

During the last few days some other mighty fine orders have come in. While we are not going to attempt to review the late reports carefully, it is noticed that one of Mr. Fairbairn's reports shows an order from a wool dealer amounting to close onto \$300.00, the order by the way being for 1000 Mounts in two sizes. Mr. Bowles just reports an order amounting to approximately \$200.00. It is from a leather dealer, and specifies "Dutch Fishing Boats" in 15x20 De Luxe. One of Mr. Shepard's late reports shows a \$200.00 order which specifies Series M3506-9-12.

There have been many other mighty fine orders received. Those mentioned above are simply quoted after a hasty glance at our records.

Now a few words as regards the work of some of the men during the week ending the 13th. One of the most surprising features of the week's work is the fact that while a fewer number of orders were booked than during the previous week, at the same time the total for the week is almost as large. Apparently, while orders were not quite as plentiful, those that were placed were good ones. For instances, Mr. Staley reports but three orders for the week, but at that he had a total of over \$1300.00. Mr. Urmson sent in but three orders,



nevertheless his total was considerably over \$800.00. Mr Meyer reports six orders and business for five days with a total of approximately \$450.00.

Mr. Donoghue reported six orders and business for four days. His largest order was booked on Thursday and amounts to \$262.00. Mr. Moore reports a very fair total for the week. His best order, which was booked on Saturday amounts to \$147.00. It calls for "Raising the First American Flag" in series M22 with reinforced Mailers.

Mr. Carter reported business four days and like Mr. Moore his largest order of the week was landed on Saturday. This order was given him by a company that deal in mules, and it specified 22x28 Plain Business Calendars with Mailing Tubes at \$221.00.

Mr. S. L. Smith had a very fair total for the week. His best order, which amounts to approximately \$100.00 was given him by a publishing company. It calls for "Tender Memories" in Series 10 Roll.

Mr. S. H. White did not report a large number of orders for the week. At the same time he had a couple of very fair ones, one amounting to \$100.00 and another \$80.00. Adding to this some other smaller orders his total is very fair.

Mr. Ungerer's best order is from an irrigation company. It specifies 1000 Davis De Luxe Kenyon Subjects with reinforced mailers. Another good order he landed was from a dealer in candies and fruits, "Lucile" in size 15x20 Mount, being the subject selected.

Mr. Beelman sold a detective service 2400 Fery Series Mailing Cards with envelopes. A dye works placed an order with Mr. Cies, which specified 12,000 Palm Series Blotters in large size. Another order which Mr. Cies reports is from an insurance company. It calls for 150 jumbo Rolls "Raising the First American Flag" with Mailing Tubes.

Mr. Conkling sold a printer a mixed order amounting to \$142.00. Mr. Fairbairn sold a life insurance company 2040 Kenyon Series Mailing Cards with Mailing Envelopes. A piano company placed an order with Mr. A. E. Gerlach which specified 24000 Fery Series Blotters. Mr. Gerlach sold a coal and feed company 400 large sized Plain Business Calendars with tubes.

A lumber, coal and feed company gave Mr. Henaghan a good order, which specified Davis De Luxe, Kenyon subjects. Mr. Haynes sold a fire insurance company "Answering the Midnight Alarm" in 12x15 Mount, the quantity

being 500. An electric company placed their order with Mr. Lott which calls for Davis De Luxe D3102 with mailing devices.

Mr. H. B. McDonald sold a bank an order amounting to \$175.00, which specified M1603 with Reinforced Mailers. Another good order which Mr. McDonald landed was from a rice milling company. It specified 250 of "Alice" in Series D6 with reinforced mailers. Mr. McCully sold a newspaper a bill amounting to \$130.00, specifying 8x14 Cardboards "A Little Mimic" and "Violet."

A tailor placed an order with Mr. Moore calling for 1000 Series M35 Mounts. Another good order of Mr. Moore's was from a live stock commission company. These people selected "Virginia" in Series D6 with reinforced mailers. Still another order worth mentioning of Mr. Moore's was from a mining company. He sold them 2400 Kenyon Series Mailing Cards.

Mr. Rowe sold a real estate and insurance man 150 jumbo rolls "Raising the First American Flag." Mr. Shepard had three good orders. The larger one was from a coal company, calling for 3000 Mounts Series M35. Another order of his calls for 600 Kenyon Series Davis De Luxe. Still another fair one was from a lumber company, they having ordered 500 of "His Last Farewell" in Series 20 roll and 25 of "Autumn in the Tyrol" in Series 3 roll.

We have mentioned elsewhere the \$1200.00 order which Mr. Staley secured from a bank. Another order of his was from a flour manufacturer. It specified 12,000 Fery Series Blotters. Still another, from a machinery company calls for 12000 small sized Kenyon Series Blotters for delivery the beginning of next year.

A nice mail order came in for Mr. Shimmmin today. It calls for 1000 of "Raising the First American Flag" in Series M22 with reinforced mailers. Mr. Ungerer sold a paper manufacturing company 12000 Kenyon Series Blotters for delivery the beginning of next year. Mr. White sold a fish dealer 500 "Dutch Fishing Boats" in Series M12 with some mailing devices.

Mr. A. E. Gerlach was the only man to report business every day during the week. We are glad to say however, that nearly every man in the field reported business, and while the showing under heading "Business Regularity" is not up to the usual standard it could hardly be expected that it would be in view of the advanced season.



Mr. A. E. Gerlach also had the honor of writing the largest number of orders for the week. He reported a total of nine. This is not a very large total, we are frank to admit. At the same time, as we mentioned elsewhere, while there was considerably fewer orders booked than during the week previous, the total volume of business reported was only a little less than the preceeding week, and the increase over the corresponding week of last year was 113%, therefore we are mighty well satisfied.

## A Distribution Suggestion Lands An Order for Cies

A successful Calendar salesman nowadays must be more than an order taker. An illustration of this fact is set forth in a letter received from Mr. Cies the other day. Mr. Cies called on a merchant not long ago, who by the way was a native of Holland. He admired very much, our beautiful reproduction "A Gray Day, Holland" by Gorter. In fact he admitted the picture was the best he had ever seen of his native land. He however, was afraid that a picture of such high art might not please his customers and that they would not appreciate its true value. Mr. Cies agreed to prepare an announcement for him that would assure the picture being appreciated by all who received it. On these conditions the merchant placed an order with Mr. Cies. Following is a copy of the announcement which Mr. Cies suggested, and which was approved by the customer:—

Dear Friend:—

In making our selection of Calendars this year, I found a beautiful reproduction of one of the water color works of Gorter the Dutch artist, entitled "A Gray Day, Holland." I was so impressed with this picture that I brought in a beautiful 10x20 Mount to present to each of my friends and customers. While it is a work of art, worthy of a place among the best pictures in every home, that was not my prime reason for buying it.

The scenes and surroundings of infancy we never forget. In old age we are at times tossed in the storm of imagination and emotion of childhood. There rarely comes a time in life when we do not look upon our birth place as home. Who has not sometime sung, "How dear

to my heart are the scenes of my childhood, when fond recollections presents them to view?" Perhaps it was because this picture recalled so much that was dear to my boyhood days that I selected it, as a fitting expression of the kindness I feel for my many friends and customers, and this being the case I am sure it will be all the more valuable to all who receive it for the sentiment that lies back of the gift.

Will you kindly call for the one we have reserved for your home at your earliest convenience and receive it as a very frail expression of our appreciation of your splendid patronage and favors and our best wishes for a prosperous and happy New Year?"

## "Its Great To Be Crazy"

Those of you who have been with us all year will recall how this expression was first used. Mr. K. H. Gerlach went into the field Dec. 28th last, which by the way started our 1909 campaign. His first day's business amounted to \$1200.00, and on the evening of Dec. 28th he wired us as follows:

"Over \$1200.00 today. Competition routed. Its great to be crazy."

This accounts for Mr. McDonald's telegram as quoted in our last issue of the Review and Mr. Gerlach's reply. Mr. McDonald wrote a total of three orders in two days amounting to \$900.00. One order was from a business college amounting to \$600.00 and it is largely with reference to this order that Mr. McDonald wrote us as follows:—

"Enclosed find the largest Calendar order I have ever had the pleasure of writing. I feel like a kid with a brand new pair of red-top boots. I felt so good I had to wire you, and wish to acknowledge your congratulations.

Of course many of you have had the pleasure of writing many a large order, and I hope that some day I will be able to report such orders frequently, but I really feel that it will be some time before an order such as I have just taken will fail to make me swell up and feel proud of myself.

This city as you at headquarters, know is a city in which Mr. John W. Gates makes his home, a good part of the time, and that he takes a great deal of pride in having an interest in nearly every industry of importance. Among other things he built a very fine business college, modern in every respect, and hav-



ing read in the pages of the Review that many of the boys have been successful in selling business colleges, upon my arrival here I called upon the superintendent of this institution. The superintendent was as enthusiastic about his college as I am about the G.-B. line, telling me that his institution was as fine as any in the world. I approached him on the subject of Calendars, and at the same time informed him that Mr. John W. Gates was a stockholder in our institution. I finally made an appointment with him for 6:00 o'clock the same evening, and when I arrived found Mr. Hall waiting for me.

After a little talk Mr. Hall agreed to look through my line. The first picture I showed him was "The Sisters" in large sized mount, and it appealed to him immediately, although the price was a little high in view of the quantity he thought it would be necessary for him to use. I finally showed him our 11x22 Roll, which as you know he purchased.

It seems however that Mr. Hall thought it advisable to have the approval of Mr. Gates and as I thought he was at the hotel, I hurried Mr. Hall into a carriage that was waiting for me, and we were lucky enough to reach the hotel in time to catch Col. Lambert, who as you know is down here at this time. Mr. Gates, however, was not there. I began to worry lest the order would get away from me, but introduced Mr. Hall to Col. Lambert, at the same time informing Mr. Hall that Col. Lambert was the president of our institution.

The situation was explained to Col. Lambert, who said to Mr. Hall, "Give your order to Mr. McDonald and I will see to it that it is satisfactory with Mr. Gates." Mr. Hall seemed satisfied to let it go at that, and the order was duly signed, and you can just bet I am mighty proud of it."

In another letter full of enthusiasm Mr. McDonald writes about his experience in Port Arthur, and of the great pleasure he had in showing the line to a party of Col. Lambert's

friends who happened to be there. His letter follows:—

"As you know I never had the pleasure of meeting Col. Lambert, who did not attend our last Convention on account of illness. On arriving at Port Arthur the first man I met was Mr. Chas. Gates, who introduced me to Col. Lambert.

Mr. Lambert looked up Mr. Craig the president of the bank, and ascertained that he had not as yet purchased Calendars. At the same time suggested that he give me an order for the bank as well as the rice mills which is under the same management as the bank. The result was that I made an appointment for the next day with Mr. Craig, president of the bank, and upon by reaching the institution was introduced by him to the cashier, with the result that I secured the order for the bank as well as the other industry referred to.

I then went back to the hotel, and Col. Lambert seeing me, asked as to whether I had been successful in securing the business. I assured him that I was well satisfied with the reception and the orders the bank had given me. I was then requested to show my line to a party on the veranda of the hotel and the G.-B. line certainly received some mighty fine compliments. I am mighty sure that no other Calendar line ever had as large an audience of millionaires as looked over my line on this occasion.

One of the party, after I had shown the line, called me aside and asked me a few questions as regards our plant, etc., and upon my telling him of the large increase that we had made in our factory, he made the remark that it would certainly not be very long before Col. Lambert would have to authorize the building of more additions to our factory, if every salesman was as enthusiastic over the line and the company as I was.

When a salesman receives so many nice compliments from successful business men, it is only natural that he would swell up, and I believe that I feel at least six inches taller.

H. B. McDonald."